

## ShowCase

### Fight Back

**Topic:** Smoking

**Organisation:** NHS Birmingham East and North

**Location:** Birmingham (UK)

**Dates:** Phase 1 – September to November 2009; Phase 2 – May to June 2010

**Budget:** Phase 1 – £367,000

**Website:** [www.benpct.nhs.uk/pharmacies-with-stop-smoking-services](http://www.benpct.nhs.uk/pharmacies-with-stop-smoking-services)

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### Overview

As part of their PRIME programme to reduce health inequalities in the area, NHS Birmingham East and North (NHS BEN) worked in partnership with healthcare consultancy Dr Foster Intelligence to design and deliver a social marketing campaign to reduce smoking prevalence in male routine and manual workers, aged 35 to 55 and living in deprived wards of the NHS BEN area. The campaign's hard-hitting approach directly targeted this audience segment, who experience the greatest health needs relating to smoking-related conditions, by causing them to re-evaluate their relationship with cigarettes and to 'Fight Back' against them.

The campaign used a variety of media channels to deliver its message, including a Fight Back film, adverts at local football events and an on-street delivery team who located a branded trailer near events and locations where the target audience were.

### Results

The campaign achieved an 87 per cent increase in the number of Quit Dates Set and a 65 per cent increase in successful quits, versus the same 2-month period in 2008. The campaign also resonated disproportionately with the target audience, a group which historically have accessed NHS BEN's smoking cessation service in low numbers.

## 1. BEHAVIOUR

- For the target audience to engage with their stop smoking services through their local pharmacist and ultimately set a quit date

## 2. CUSTOMER ORIENTATION

### Secondary research

- Review of information and evidence available at nationally or globally
- Review of previous social marketing activity in the area
- Review of the local services and how they were promoted, including interviews with key staff and health professionals

### Primary research

- Focus groups with smokers between the ages of 35 and 65 wanting to quit
- One-to-one interviews with pharmacists delivering the pharmacy stop smoking service
- Campaign ideas tested with target audience

## 3. THEORY

- **Social Cognitive Theory:** People learn behaviours based on personal, environmental and behavioural factors

## 4. INSIGHT

- Target audience strongly disliked the control that smoking held over them and the feeling of being unable to quit
- Almost all smokers had smoked for many years and made numerous unsuccessful quit attempts – Left them unmotivated and unsure of how to make another attempt to quit
- Target audience were straight-talking and respected that quality in others – Provided guidance for the tone of the campaign.
- Smokers reported some issues with existing smoking cessation services, e.g. discomfort discussing their battle to quit in group environment, access barriers

## 5. EXCHANGE

### Barriers to quitting:

- Lack of motivation
- Lack of confidence, having failed in the past
- Resigned to always being a smoker

### Benefits of quitting:

- Health
- Financial
- For the family

## 6. COMPETITION

### Benefits of continuing to smoke:

- Maintaining status quo – Too hard to break the habit
- To cope with the stresses of daily life
- To alleviate boredom

## 7. SEGMENTATION

### Target audience:

- British males
- From the lower deprivation quintiles
- Between the ages of 35 to 55
- This group primarily came from the Red health typology (according to a population segmentation tool called Typologies)

## 8. METHODS MIX

### Product

- Accessing the stop smoking service via the local pharmacies

### Price

- Service is free, non-monetary costs include time and effort

### Place

- Services offered through the local pharmacies in the areas of BEN with high numbers of Red typologies

### Promotion

- Fight Back imagery designed to attract attention
- A branded trailer and Land Rover, posters, leaflets, giveaways, press and PR, Fight Back film, on-street ambassadors